

Lisbon, October 29, 2021

Siemens to show the power of visitors' voices at Web Summit 2021

- **The *Cube* to create unique works of digital art based on each person's voice**
- **Winner of Developers' Lounge hackathon to visit Expo Dubai with Siemens**
- **Siemens CIO Hanna Hennig keynote to address enabling everyone to program without having to first become a coding expert**

With the physical return of the Web Summit, Siemens is also back at the world's largest technology conference. With more than 400 Siemens participants and a Diamond level partnership, the company will have its own booth, a Developers' Lounge, masterclasses and mentors as well as jury members for the startup competition.

The centerpiece of Siemens' presence at this year's Web Summit is the *Cube*, an art installation and experience that draws attention to the power of transformation. Siemens believes that everyone can transform aspects of everyday life and will give Web Summit attendees a chance to do just that, beginning with their own voice. The *Cube* will transform the voices of everyone who visits its booth into a digital work of art. Based on the number of people who participate in this way, Siemens will then take the transformation a step further by donating laptops to Portuguese public schools that have joined Portugal's [UBBU – code literacy](#) platform. This project enables children between the ages of six and twelve to develop their own voice by gaining the opportunity to learn programming, one of the "languages" of the future.

In addition to the *Cube*, Siemens will have a lounge dedicated to developers. This space will have its own program, including the [Future Tech Hack](#) dedicated to improving the future of cities and industry. This hackathon will take place on November 3, 2021, and the winner will go to Dubai with Siemens to visit Expo 2020.

Hanna Hennig, CIO of Siemens AG, will be a keynote speaker on the Web Summit's Full Stack stage on November 3, 2021. In her talk on "A Codeless Future? The Rise of Low Code/No Code," she will explain how important it is to give everyone access to digital capabilities such as programming – without having to be experts in the field. This is a vital topic at a time when a shortage of IT experts is holding back technology initiatives.

Visitors will also have the chance to attend five masterclasses that will demonstrate how Siemens technology is making a difference in the lives of people around the globe in areas ranging from autonomous vehicles to water management – and all the way to surfing industry.

Through its presence at the Web Summit, Siemens intends to demonstrate that, as a focused technology company, it is in a unique position to combine the real and digital worlds. In this way, the company is helping to modernize industry, infrastructure, and transportation by making systems more intelligent, productive, efficient and sustainable. Today, Siemens is transforming the daily lives of millions of people through technology with purpose that helps create a better and more sustainable future. The company's technology is everywhere and enables its customers to transform industries such as manufacturing, buildings, power grids, transportation and healthcare – industries that form the backbone of our economies.

Siemens also aims to inspire talent to join the company, especially in information technology jobs. The company operates a global IT hub in Portugal, the country hosting the Web Summit.

More information about Siemens' presence at Web Summit 2021 is available [here](#)

This press release is available at <https://sie.ag/2ZvPkBR>

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Siemens AG (Berlin and Munich) is a technology company focused on industry, infrastructure, transport, and healthcare. From more resource-efficient factories, resilient supply chains, and smarter buildings and grids, to cleaner and more comfortable transportation as well as advanced healthcare, the company creates technology with purpose adding real value for customers. By combining the real and the digital worlds, Siemens empowers its customers to transform their industries and markets, to transform the everyday for billions of people. Siemens also owns a majority stake in the publicly listed company Siemens Healthineers, a globally leading medical technology provider shaping the future of healthcare. In addition, Siemens holds a minority stake in Siemens Energy, a global leader in the transmission and generation of electrical power.

In fiscal 2020, which ended on September 30, 2020, the Siemens Group generated revenue of €55.3 billion and net income of €4.2 billion. As of September 30, 2020, the company had around 293,000 employees worldwide. Further information is available on the Internet at www.siemens.com.